

EC'd Yes Last Received: 06/14/2012 1:54 PM Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
 Advertiser () NRCC-NATL REPUB CONG
 Product NRCC IE 2012
 Estimate# 2597
 Buyer TRACEY ROBINSON
 Phone#
 Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
 815 SLATERS LANE
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 155/426/2597
 Flight Dates 09/07/2012 - 09/13/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JAMIE ANDRUS
 Salesperson Phone# 202-872-1155
 Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
18	M-TH	KSL 5 NWS AT 6	6P-630P	:30	09/10-09/13	4	\$500.00	4
Rating: 3.8								
22	SA	KSL 5 NWS AT 6	6P-630P	:30	09/08-09/08	1	\$225.00	1
Rating: 2.4								
23	F	KSL 5 NWS-6:30	630P-7P	:30	09/07-09/07	1	\$400.00	1
Rating: 3.0								
24	M-TH	KSL 5 NWS-6:30	630P-7P	:30	09/10-09/13	4	\$400.00	4
Rating: 3.0								
28	SA	GAME NIGHT LIVE	630P-7P	:30	09/08-09/08	1	\$125.00	1
Rating: 0.8								
29	F	GRIMM-NBC	8P-9P	:30	09/07-09/07	1	\$1,400.00	1
Rating: 4.9								
30	F	DATELINE ER-NBC	9P-10P	:30	09/07-09/07	1	\$1,100.00	1
Rating: 3.4								
31	SU	NBC SUN-FTBL	615P-930P	:30	09/09-09/09	1	\$3,500.00	1
Rating: 8.5								
32	SU	KSL NFL EDITION	930P-10P	:30	09/09-09/09	1	\$800.00	1
Rating: 6.7								
33	F	KSL 5 NWS-10	10P-1035P	:30	09/07-09/07	1	\$1,800.00	1
Rating: 7.3								

Buyline Comment: 1/DAY

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34	M-TH	KSL 5 NWS-10	10P-1035P	:30	09/10-09/13	4	\$1,800.00	4
Rating: 7.3								

Buyline Comment: 1/DAY

39	M,W	TONITE SHW-NBC	1035P-1137P	:30	09/10-09/12	2	\$550.00	2
Rating: 3.4								
41	SU	SPORTS BEAT SU	1035P-11P	:30	09/09-09/09	1	\$475.00	1
Rating: 4.4								
42	F	TONITE SHW-NBC	1035P-1137P	:30	09/07-09/07	1	\$550.00	1
Rating: 3.4								

---REPORT TOTALS---

Report Totals: 41 / \$28,175.00

---SALES MONTHLY TOTALS---

Sep 12: 41 / \$28,175.00
Sales Totals: 41 / \$28,175.00
Station Totals: 41 / \$28,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$93,917	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	UNKN 70%		

Books null
Demos RA35+